



NEW TV TALK SHOW PRESS RELEASE
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TV TALK SHOW FOR WOMEN NOMINATED AT HOBOKEN INTERNATIONAL FILM FESTIVAL

Essex County, NJ, June 2010 - On June 10, 2010, the Because We Are Women - Celebrating Possibilities TV Talk Show, was nominated as Best New TV Pilot at 5th Annual Hoboken International Film Festival (“HIFF”). (For complete details go to <http://www.hobokeninternationalfilmfestival.com/2010winners.php>.) The show, designed to empower and inspire women from all walks of life, offers engaging stories from extraordinary, ordinary women who will share their life’s journey, the “how-to” of achieving personal success and their experiences of riding the emotional roller-coaster that can impede one’s ability to move forward.

“HIFF” is dedicated to showcasing and promoting fine non-studio films, TV pilots, and screenplays from filmmakers throughout the United States and internationally. The best submissions will be rewarded with cash prizes in nearly ten categories. In 2009 HIFF had over 1,500 film submissions from all over the world, and accepted just 80. More than 15,000 people attended the Festival in 2009. With a celebrity jury comprised of Academy Award and Emmy winners, and powerhouse partners that have included The New York Post, CBS, Anheuser-Busch and Stella Artois, 101.9 RXP, the Marriott Hotel, Coca-Cola, Project Sandwich, Actor’s Connection, The Melting Pot, and TD Bank, HIFF is a worldwide renowned film festival. The festival is open to the public and tickets can be purchased at <http://www.hobokeninternationalfilmfestival.com/2010schedule.php#tickets>

“Women often struggle with being true to themselves and pursuing their dreams,” says Waldo, founder of Because We Are Women. “And, although not every woman can gain fame or national recognition, every woman can live a more fulfilled life. It’s never too late! Sometimes you just need a little inspiration and encouragement.”

Produced by former New Jersey Business TV host, Marlene J. Waldo of 1st Impression Communications, Academy Award nominated producer/director, Corinna Sager of Lifestyle International, and Figure 5 Productions President Mariana Pagliere, and Vice President Jilayne Murty, the show also includes an “Inner Circle” audience who have an opportunity to interact with the guests.

“I wanted to produce this show because it is unique and relevant to many women,” says Sager. “We focus on “real” women who succeeded through struggles that will resonate with our focus audience and give them ideas to take away and act on. Another unique feature is the invitation to audience members with specific interests in a topic, who become part of our “Inner Circle,” to ask questions of our guests. So its not only an inspiring but also a very participatory talk show.”

BWAW will attract an audience of educated, married women between the ages of 36 and 65+, with family incomes of \$100k to \$200K and above. Professionally, these are women business owners and women from Corporate America, and are equally represented. Based on the successful conferences that began in 2004, the talk show will target professional women who are stuck or looking to advance their lives and need a fresh perspective and impetus. BWAW, an empowering experience that energizes, inspires, and supports personal growth, life achievement, and internal fulfillment.

Guests for the pilot shoot, filmed in late November, are local business women with outstanding accomplishments. Each of these women shared their stories of how they achieved success by overcoming roadblocks and difficult situations, while managing the emotional ups and downs.

The production of this TV show is part of the BWAW vision to take this initiative to a national audience. Interactive support via the website, an inspirational blog, live meetings and more, is being planned.

Because We Are Women
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